

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 ICA-20 /041 W
-----010912 031522Z /50

P R 031332Z JUL 78
FM AMEMBASSY PRAGUE
TO USDOC WASHDC PRIORITY
SECSTATE WASHDC PRIORITY 5678
INFO AMEMBASSY VIENNA

UNCLAS SECTION 1 OF 2 PRAGUE 1704

USDOC FOR BEWT, VIENNA FOR TRADE FAIR SUPPORT OFFICE

E.O. 11652: N/A
TAGS: BEXP, CZ
SUBJ: U.S. EXHIBITION AT INCHEBA '78 - COSTING REPORT

1. U.S. EXHIBITION AT INCHEBA '78, 10TH INTERNATIONAL CHEMICAL FAIR.
2. BRATISLAVA, CZECHOSLOVAKIA JUNE 24 THROUGH 30, 1978.
3. NUMBER OF U.S. EXHIBITORS SEEKING AGENTS AND DISTRIBUTORS:
NONE.
(A) NO. OF AGENTS AND DISTRIBUTORS APPOINTED: NOT APPLICABLE.
(B) UNDER NEGOTIATIONS: NOT APPLICABLE.
4. FLOOR SALES AT EXHIBITION: DOLS 197,000 AS REPORTED BY FIVE OF EIGHT EXHIBITORS.
(A) TWELVE MONTH SALES PROJECTION FROM 6 OF 8 EXHIBITORS TOTALS DOLS 1,805,000. GRAND TOTAL THUS REACHES DOLS 2 MILLION 2 THOUSAND TO-DATE. THE PROJECTION FROM DUPONT WILL FOLLOW SHORTLY, AS THE REPORTS FROM DIVISION HEADS WHO VISITED FAIR BRIEFLY AND DEPARTED ARE NOT YET IN. UNION CARBIDE IS UNABLE TO PROJECT

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SALES AT THIS TIME DUE TO RECENTLY ANNOUNCED SALE OF PART OF CARBIDE'S HOLDINGS TO BP. HOWEVER, BOTH FIRMS INDICATED IN GENERAL TERMS THAT SALES PROSPECTS WERE UP TO OR EXCEEDED EXPECTATIONS.

5. NUMBER OF REGISTERED VISITORS: NOT APPLICABLE.

6. EXHIBITORS REPORTED APPROX. 250 NEW LEADS OBTAINED DURING FAIR, WHICH IS PARTICULARLY SIGNIFICANT WHEN CONSIDERING ALL FIRMS WERE OLD-TO-MARKET. DUPONT MADE SIGNIFICANT PROGRESS IN NEGOTIATIONS FOR SALE OF EXPLOSIVES FACTORY, AND ORDERS FOR OTHER SIMILAR FACTORIES MAY WELL FOLLOW. INITIAL VALUE OF FIRST CONTRACT, WHEN SIGNED, WILL BE DOLS 3 MILLION. AMINCO WAS OFFICIALLY INFORMED DURING FAIR THAT ITS CENTRIFUGAL BLOOD CHEMISTRY ANALYZER ROTOCHEM 36IIA HAS BEEN ACCEPTED IN SLOVAKIA FOR ALL MAJOR MEDICAL SCREENING CENTERS. ROTOCHEM WAS ORIGINALLY EXHIBITED AT BRNO ENGINEERING FAIR - 1977, AND THEN PLACED IN RESEARCH INSTITUTE FOR EVALUATION. INITIAL SALES WILL TOP THE HALF-MILLION DOLLAR MARK, WITH FOLLOWUP ORDERS CONSIDERABLY HIGHER. AMINCO FACED STIFF COMPETITION FROM 6 MAJOR SUPPLIERS. NALCO NOTED THAT THIS FAIR MARKED THEIR GREATEST SUCCESS AT INCHEBA, IN WHICH THEY HAVE PARTICIPATED FOR MANY YEARS, AND THEY WERE PARTICULARLY PLEASED WITH NEW CONTACTS MADE. THEIR ESTIMATE IS THAT THE DOLS 3 MILLION BUSINESS THEY DO IN THE CSSR WILL EXPAND BY 25 PERCENT AS A RESULT OF CONTACTS MADE AT INCHEBA. UNION CARBIDE'S REPORTS ARE NOT ALL IN, AS PREVIOUSLY MENTIONED, BUT IT IS KNOWN THAT AT LEAST 3 CONTRACTS WERE SIGNED OR AUGMENTED IN THE AGRICULTURAL CHEMICAL FIELD, FOR A UNCLASSIFIED

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TOTAL OF DOSL 250,000 ADDITIONAL SALES. MANY PARTICIPANTS TOOK TIME TO NOTE THEIR PLEASURE AT SUPPORT FURNISHED BY TRADE FAIR SUPPORT OFFICE, NOTING THAT THEY WERE QUOTE VERY SATISFIED, EXHIBIT WAS WELL ORGANIZED, AND STAFF WERE DEDICATED AND EFFECTIVE. UNQUOTE.

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USDOC FOR BEWT, VIENNA FOR TRADE FAIR SUPPORT OFFICE

7. SEVEN OF EIGHT EXHIBITORS HAVE ALREADY INDICATED THAT THEY WOULD LIKE TO RETURN TO INCHEBA IN 1979 UNDER USDOC AUSPICES. SEVERAL U.S. FIRMS WHO EXHIBITED INDEPENDENTLY HAVE ALSO EXPRESSED SAME INTEREST. THE FAIR AUTHORITIES INFORMED VONTILLIUS JUNE 30 THAT THEY WOULD DO UTMOST TO ASSIST USDOC IN RETURN FOR 1979, INCLUDING FIRST CHOICE OF PRIME SITE AND SOME ADDITIONAL FLOOR SPACE. U.S. EXHIBITION WAS TOURED BY NUMEROUS CZECH AND SLOVAK DIGNITARIES, MOST NOTABLE OF WHOM WERE PETER COLOTKA, DEPUTY PRIME MINISTER OF CSSR AND PREMIER OF SLOVAKIA, JOZEF LENART, MEMBER OF THE PRESIDUM OF COMMUNIST PARTY OF CSSR AND PARTY FIRST SECRETARY FOR SLOVAKIA, ALOJZ KUSALIK, MINISTER OF INDUSTRY OF SLOVAKIA, AND VILIAM SALGOVIC, CHAIRMAN OF THE SLOVAK NATIONAL COUNCIL. THE SLOVAK MINISTER OF INDUSTRY SHOWED KEEN INTEREST IN THE EXHIBIT, AND SPENT FORTY MINUTES TOURING PAVILION AND ASKING ABOUT U.S. TRADE PROMOTION PROGRAM FOR 1979. EMBOFF PROVIDED PRE-LIMINARY SCHEDULE, AND SUBSEQUENT APPOINTMENT HAS BEEN ARRANGED TO PURSUE ITEMS OF INTEREST WITH MINISTER'S DEPUTIES. IN SUM, INTEREST OF EXHIBITORS, OTHER U.S. FIRMS, FAIR AUTHORITIES, AND UNCLASSIFIED

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GOC OFFICIALS STRONGLY INDICATES THAT INCHEBA 79 WOULD BE WORTHWHILE FOR U.S. EXHIBIT. EMBASSY AND TRADE FAIR SUPPORT OFFICE/VIENNA CONCUR. ACTION REQUESTED: PLEASE ADVISE WHETHER INCHEBA 79 CAN BE UPGRADED TO FULL EXHIBIT VICE BDO.

8. TOTAL NO. OF EXHIBITORS: 8.
(A) NEW TO EXPORT: 0.
(B) NEW TO MARKET: 0.
(C) OLD TO MARKET: 8.
(D) FULLY ACHIEVING PRIMARY MARKETING OBJECTIVE: 5.
(E) PARTIALLY ACHIEVING PRIMARY MARKETING OBJECTIVE: 3.
(F) FAILING TO ACHIEVE PRIMARY MARKETING OBJECTIVE: 0.
(G) NO. OF EXHIBITORS WITH REPS. ATTENDING FROM U.S.: 2.

9. REPORT ON COMMERCIAL ACTIVITIES AND OPERATIONAL
REPORT WILL FOLLOW SEPARATELY.
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